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ABSTRACT

This annotated bibliography assists professional educators in developing and exploring sources of external funding for their institutions. The newsletters, publications, and documents listed provide information regarding program eligibility, guidelines, and other information necessary for researching potential funding sources. The document is intended not only as a tool for planning and procuring financial assistance, but also as a guide in developing a resource library, since one of the major problems facing a person seeking external funding is locating appropriate sources. Materials listed focus on two sources of assistance to community colleges, federal categorical aid and foundations. In many cases, the price of the document and the address where it may be obtained are included.
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EXTERNAL FUNDING FOR COMMUNITY COLLEGES: AN ANNOTATED BIBLIOGRAPHY

by: W. Harvey Sharron, Jr. and
Edmund K. Gross

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of
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EXTERNAL FUNDING FOR COMMUNITY COLLEGES: AN ANNOTATED BIBLIOGRAPHY

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Edmund K. Gross

In community and junior college systems across the nation, there has emerged a demand and need for a professional educator to assist in the development and exploration of external resources for these institutions. Most recently, the Educational Professions Development Act and the Inter-Government Personnel Act have funded programs that involved community college personnel in becoming familiar with federal and state resources. External funds are defined as those funds from federal, state, local and private sources which flow to the institution as a result of institutional initiative and effort and are beyond the normal funding that an institution can expect to receive, be it public tax funds or tuition. These external resources are often referred to as categorical aid funds in the form of contracts and grants.

One of the major problems confronting this developing new professional is the lack of information about potential funding sources. It is budgetarily undesirable and not feasible for the professional to travel to various government offices, state capitals and foundation headquarters to ascertain the program eligibility, guidelines, and other necessary information. Therefore, the newsletters, publications and documents listed herein should be of great assistance.

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The term "grantsman" denotes to many, a person whose primary task is to obtain external financial support for an educational institution. The statement, in part, is true. The person having this responsibility at a community college or university usually carries the title Dean or Director of Development, Development Officer or Contracts and Grants Specialist or some other similar title. In actuality, every professional in the institution should be a "grantsman" in the sense that they continually seek external financial support for their programs, their students and their institution. Today, higher education is under constant pressure to obtain external funds to meet the demands of its new and expanding responsibilities.

The writers' purpose in presenting this material is two fold: first, to acquaint persons in community colleges and universities with an extensive listing of publications that would be valuable in planning and procuring external financial assistance; second, this document could serve as a guide in developing a resource library in community colleges and universities. This latter point is significant since one of the major problems facing a person seeking external funding is locating an appropriate source of funding. Finally, an ancillary purpose in this document is to encourage educators to vigorously explore possible sources of financial assistance.

This selected annotated bibliography focuses on two sources of assistance to community colleges - federal categorical aid and foundations. The material is organized and presented as a practical guide and not a pedantic treatise. When feasible, the amount of money per subscription or document has been included. In many instances these documents can be obtained by writing to the address shown. The reader is encouraged to research the actual document before requesting it be sent.

AACJC SPECIAL (Newsletter)

Published monthly by the American Association of Community and Junior Colleges, One Dupont Circle, Northwest, Washington, D.C. 20236. A special newsletter from the Office of Governmental Affairs of the AACJC providing up-to-date status of crucial legislation affecting education and community colleges. New programs, guidelines, deadlines, and agency announcements are regular items strategic for any college development officer. Strongly recommended for two-year colleges.

ANNUAL GIVING IDEA BOOK (Book)

Published by the Fund Raising Institute, Plymouth Meeting, Pennsylvania 19462. The book shows examples of letters, follow-up information, brochures, and other activities essential to private fund raising professions. It is a very practical book and presents a list of exhibits of letters, advice, brochures, and other activities which are helpful in the private fund raising professions. It is clear, concise and very helpful.

ANNUAL REGISTER OF GRANT SUPPORT (Book)

Academic Media, Inc., 32 Lincoln Avenue, Orange, New Jersey 07050. Subscription rate is \$39.50. Basic book, very helpful although not complete. A guide to grant support programs of government agencies, foundations, and business and professional organizations. Provides a comprehensive, up-to-date source of information on all existing forms of financial aid. Types, areas and sources of grant support provide crucial information for institutional planning.

BIG FOUNDATIONS, THE (Book)

Available from Columbia University Press, at \$9.80, 136 South Broadway, Irvington-on-Hudson, New York, New York 10533. An extensively researched investigation of the 33 largest foundations showing how they spend their money and what criteria they use in spending it. An excellent overview of how large foundations operate.

CATALOG OF FEDERAL DOMESTIC ASSISTANCE (Book)

A comprehensive listing and description of Federal programs and activities which provide assistance or benefits to the American public. It includes 1054 programs administered by 60 different Federal departments, independent agencies, commissions, and councils. Designed to aid potential beneficiaries in identifying and obtaining available assistance. Also intended to improve coordination and communication on federal program activities among Federal, State, and local governments. Available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C.

CATALOG OF FEDERAL EDUCATION ASSISTANCE PROGRAMS - USOE 1972 (Book)

An indexed guide to the Federal Government's programs offering educational benefits to the American people. Includes all programs administered by the U. S. Office of Education, as well as programs administered by other Federal agencies in support of educational services, professional training, or library services available to the general public.

CHANGE (Magazine)

Published monthly by Educational Change, Inc., NBW Tower, New Rochelle, New York. Annual subscription rate is \$12.00. There are double issues in July/August and December/January in regular and community college editions. CHANGE is supported under grants from the Esso and Ford Foundations. A magazine of higher learning for professional reading and keeping abreast of current trends and issues through special reports, reviews and editorials.

CHRONICLE OF HIGHER EDUCATION (Newspaper)

Published by the Chronicle of Higher Education, 1717 Massachusetts Avenue, Northwest, Washington, D.C. 20036. Annual subscription rate is \$20.00. Published weekly during the academic year, except the last two weeks in December and every two weeks from June through the third week in September. A must for professionals desiring recent news of public and private funding sources, issues and trends in higher education, changes of personnel, new federal programs and deadline dates. Extremely comprehensive and accurate coverage.

COLLEGE AND UNIVERSITY BUSINESS (Magazine)

Published by McGraw-Hill monthly, 330 West 42nd Street, New York, New York 10036. Free to qualified higher education administrators. Regular features include: Book Reviews, Editors' Footnotes, Buying Methods, News and Note, Special Reports, Who's New in Washington, Names Making News, Calendar of Events, Food Management, Computer Management, Classified Advertising, Product News, Personal Business.

COLLEGE BOARD REVIEW (Magazine)

Published quarterly by College Entrance Examination Board, 888 Seventh Avenue, New York, New York 10019. The Review is a forum for the exchange of ideas in education. Its major concern is with the transition from high school to postsecondary education, but it also reports on other diverse subjects such as junior high students decision-making, aspects of continuing education, access to higher education for minority/poverty students, research in testing techniques, and other current topics of concern in American Education.

COLLEGE MANAGEMENT (Magazine)

Published nine times per year for \$11.25. Available from College Management, 22 West Putnam Avenue, Greenwich, Connecticut 06830. Addresses itself to solutions to the problems in campus management, assistance in comparing costs of services, products and systems, federal funds and legislation, product information facilities and management of endowment funds represent topics discussed in the publication.

COMPLETE FUND RAISING GUIDE, THE (Book)

Published by Public Services Materials Center, 104 East 40th Street, New York, New York 10016. This manual has been written by Howard R. Mirkin for those people who wish to consider or, are currently engaged in the field. It is generally a "how to" manual. Basically, its purposes are to describe the basic principles and elements of fund raising -- the why and the how; and to assist staff members who are responsible for conducting, directing, and supervising the fund drive within their own institution or community. In particular it is directed toward an annual appeal and capital campaign. It is very concise and easy to read. Very good for private fund raising.

CONGRESSIONAL ACTION - A BULLETIN FOR THE NATIONS CHAMBER'S CONGRESSIONAL ACTION SYSTEM (Newsletter)

Published each week during sessions of Congress by the Chamber of Commerce of the United States, 1615 H Street, N.W., Washington, D.C. 20006. Subscriptions accepted from members only. This newsletter reports what is happening in both the House and Senate and presents some commentary on pending and future action. A good source for discovering where this organization stands on certain matters.

CONGRESSIONAL QUARTERLY (Magazine)

Weekly report. Published by Congressional Quarterly, Inc., 1725 K Street, N.W., Washington, D.C. 20006. Annual subscription rate is \$151.00. A weekly report on legislative happening. Status of legislation, bills in committee, voting patterns, pressing political issues and projections to the future are concisely presented and discussed. An excellent source for keeping abreast of the national scene, congressional events and implication for funding.

CONGRESSIONAL RECORD (Periodical)

Obtained from U.S. Government Printing Office for \$.25 per copy. Reports the public proceedings of each House of Congress as recorded by their official reporters. Following each session of Congress, the daily record is revised and published. An excellent document for discovering what events are occurring in Congress.

CUMMULATIVE LISTS OF ORGANIZATIONS, PUBLICATION 78 (described in Section 170, Internal Revenue Code of 1954) (Book)

This booklet is published by the Department of Treasury, Internal Revenue Service and contains names of organizations whose contributions are deductible under Section 170 of the Internal Revenue Code for Federal Income Tax purposes. The main body of this publication lists the names of those qualifying organizations on a national, regional and local basis whose status has been passed upon by the IRS. Publication 78 is updated and reissued bi-annually. The Cumulative List Publication 78 bi-monthly supplement may be obtained on a subscription basis from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. A necessary document for obtaining the names of non-profit organizations and foundations in your community and state.

DEVELOPING SKILLS IN PROPOSAL WRITING (Handbook)

Developed by the Office of Federal Relations, Oregon State System of Higher Education as a basic guide to the preparation of proposals. Comprehensive coverage of the preproposal phase and the preparation of the proposal. Well laid out with samples and examples. An excellent source and most highly recommended. Additional copies of this publication are available from Continuing Education Publications, Waldo 100, Corvallis, Oregon 97331.

EDUCATIONAL RESOURCES (Newsletter)

Published by the Educational Resource Systems, Inc., 1200 Pennsylvania Avenue, Box 6180, Washington, D.C. 20044. Issued at \$45.00 per year. A monthly newsletter for two-year colleges. Reports on grant deadlines. Includes project descriptions and criteria for evaluating grant applications, agency developments and programs discussed with contact points. Excellent for most current deadlines and up-to-date developments. Strongly recommended.

EDUCATIONAL TRAINING AND MARKET REPORT (ETMR Bulletin)

Published once every two weeks by the New York Institute of Technology, Old Westbury, New York 11568. Annual subscription rate is \$48.00. Tells what you need to know, where the money is, what new programs are forthcoming, and what new products are available. Important developments in education are reported through exclusive commentaries. A quick way to keep up with what is going on. Strongly recommended.

EFFORT (Bulletin)

Education Full Funding Organization Report is published by the Committee for Full Funding of Education Programs-Congressional Hotel, Room 211, 300 New Jersey Ave., Southeast, Washington, D.C. 20202. EFFORT is a file of fact for educational appropriations recommendations -- floor action and amendments to the Office of Education appropriations -- comparisons between current estimates and previous funding. Published eight to ten times per year. \$100 per year contribution requested.

EXPRO-75 - LISTING OF EXTRAMURAL PROJECTS TO BE FUNDED IN FISCAL YEAR 1975
(Handbook)

Obtained from the Office of Research and Development United States Environmental Protection Agency, Washington, D.C. 20460. As presented in the foreword this document intends to inform interested parties on "How to do business" with the Office of Research and Development, EPA. Listed in the material are the general guidelines for developing grants or contracts for OR & D.

EXTERNAL FUNDING: FEDERAL AND PRIVATE (Paper)

A speech presented by W. Harvey Sharron, Jr., Dean for Development, Santa Fe Community College, to community college presidents' conference in 1971 and published by ERIC, Washington, D.C. 20202. This paper is designed to be a guideline for administrators and considers the relationships between local community colleges and external funding sources; both governmental and private. Descriptive examples of how to obtain funds from such agencies are given as well as working outlines for preparing the requisite grant applications. Other sections of the paper focus on: (1) tips on federal and private proposal writing and suggested data to be included in them; (2) detailed descriptive information about private funding sources including a list of appropriate foundations, their general grant proposal requirements, and procedures for establishing liaison with them; and (3) a plan for establishing a local endowment corporation.

FEDERAL AFFAIRS HANDBOOK FOR POST-SECONDARY EDUCATION 1974-75 (Handbook)

This handbook can be obtained from the American College Public Relations Association, One Dupont Circle, Suite 600, Washington, D.C. 20036. The document is an excellent guide to the federal establishment in regard to higher education. In addition to information concerning federal programs, the treatise offers some general guidelines for persons embarking in search for federal funding. This document is up-dated monthly with changes that may occur.

FEDERAL NOTES (Newsletter)

Published twenty-four (24) times annually from the Office of Federal Notes, University of Southern California, University Park, Los Angeles, California 90007, at a cost of \$48.00 per year. Provides a capsulized summary of legislation, funding programs and issues important to higher education. This publication is a must.

FEDERAL REGISTER (Periodical)

Department of Health, Education, and Welfare, Office for Education. A periodic report of the latest federal rules and regulations pertaining to recent federal laws. The language in this document is exactly the same as that signed into law. An excellent resource for finding precise information concerning federally sponsored projects.

FEDERAL RESEARCH REPORT (Newsletter)

A comprehensive bi-monthly publication for senior and two-year community and junior colleges which explains federal grant in-aid programs. A community college section is especially useful; deadlines and specific program information are included. Available from Federal Research Group, Management Research Consultants, 104 South Michigan Avenue, Room 725, Chicago, Illinois 60603, at \$25.00 per year.

FOUNDATION CENTER INFORMATION QUARTERLY, THE (Magazine)

Published quarterly by Foundation Center, 888 Seventh Avenue, New York, New York, 10019. Annual subscription rate is \$7.50. Provides factual information on the philanthropic foundations through its libraries, research activities, and publications. What foundations look for in a grant proposal and information on specific foundations listed on a state-by-state basis. Examples are illustrated and very helpful.

FOUNDATION DIRECTORY (Book)

Columbia University Press, 136 South Broadway, Irvington, New York 10533. Subscription rate is \$15.00. Formerly published by Russell Sage Foundation. Outdated by the time it is printed, but is being computerized to update. Good source of addresses, resources and purposes of American private foundations.

FOUNDATION NEWS (Magazine)

Published bi-monthly by Council of Foundations, Inc., 888 Seventh Avenue, New York, New York 10019. Strives to increase public understanding of the role of philanthropy, and provides a lively forum for the exchange of information and opinion between organizations and individuals in the field.

FRI IDEA PACK, THE (Portfolio)

The Fund Raising Institute in Plymouth, Pennsylvania 19462, publishes this portfolio monthly. Inside, one discovers numerous examples of fund raising literature to private organizations, alumni, and others. Additionally, the publication offers "tips" about fund raising ideas. Could be of real value in approaching foundations or other private givers.

FUND RAISING FOR THE PRIVATE SCHOOL...THE CAPITAL GIFTS CAMPAIGN (Book)

Obtained from Independent School Consultants, Lakeville, Connecticut, this publication deals with precampaign surveys, professional counsel, screening prospects, establishing goals, budgets and area programs. A question-response format is used in presenting these topics with a related discussion of institutional planning and external funding. Near the end of the document several excellent examples of forms and materials useful in implementing a sound development program are presented.

FUND RAISING FOR THE PRIVATE SCHOOL...THE FOUNDATION APPROACH (Vol. I), 1966

Published by Independent School Consultants, Lakeville, Connecticut, this book presents a compilation of material put forth in a series of seminars held in 1964. The treatise contains information concerning: (1) proposal writing and development; (2) making presentations to potential givers; (3) the mechanics of a sound development operation; and (4) numerous examples of proposals. Additionally, persons experienced in this area relate their personal experiences on how best to approach foundations.

FUND RAISING FOR THE PRIVATE SCHOOL...THE FOUNDATION APPROACH (Vol. II), 1966

A continuance of an earlier publication which examines such specific topics as: trusts, tapes, and special gifts in relation to altruistic endeavors. In addition an in-depth analysis of the physical set-up of a foundation, the long range development program and a summary of federal aid to education is presented.

FUND RAISING FOR THE PRIVATE SCHOOL...THE FOUNDATION APPROACH (Vol. III), 1968

The third in a series of publications devoted to how to implement a successful external fund raising operation and sustain it. This volume focuses on the importance of the institution's chief administrator and his or her staff. Included in the various discussions are brief synopses of various purposes to which foundations give financial assistance.

FUND RAISING INSTITUTE (Bulletin)

Published monthly by the Fund Raising Institute, Plymouth Meeting, Pennsylvania. Helpful hints and notes on how to raise funds. Reports case studies and projects that are successful. Names and addresses of institutions and/or individuals are provided for contact purposes. Annual subscription rate is \$26.00.

FUND RAISING MANAGEMENT (Magazine)

Published by Hoke Communications, Inc., 224 Seventh Street, Garden City, Long Island, New York 11530. Annual subscription rate is \$8.00. Features short notes, names in the news, association and chapter news, fund raising directory, fund raiser's tax guide, and what's new in the fund raising profession.

GRANTS ADMINISTRATION (Book)

Written by William Wellner and Perry B. Hendricks, Jr. in 1972 and published by the National Graduate University. This book focuses on administering federal grants and contracts in an institutional setting and covers such topics as costs, property, role of grants administrator, the grants office and budgeting. In the appendices, the authors have included the DHEW's policy for the protection of human subject, an index of NSF notices and circulars from the Office of Management and Budget (OMB). An excellent book for novices unfamiliar with federal rules and regulations.

GRANTSMANSHIP: MONEY AND HOW TO GET IT (Book)

Available from Academic Media, 32 Lincoln Ave. Orange, New Jersey 07050. Subscription rate is \$5.00 per copy. A general guide for the average overall fund raiser or development officer.

GRANTSMANSHIP NEWS (Newsletter)

Available from University Resources, Inc., Four Gramercy Park, New York, New York 10003. A monthly newsletter intended to keep one abreast of new and pending projects from both Washington and foundations. The coverage related to federal projects is excellent and current. Foundations, however, are given only cursory perusal. Annual subscription rate is \$108.00.

GUIDE TO FEDERAL ASSISTANCE FOR EDUCATION, THE (Book and Newsletter)

(Up-dated monthly.) Appleton-Century-Crofts, Division of Meredith Corporation, Professional and Reference Department, 440 Park Avenue, South, New York, New York 10016. Annual subscription rate is \$225.00. (Initial order, \$375.00) An absolute must for all development officers. A massive index of federal assistance to programs for individuals, elementary and secondary schools, institutions of higher education. A section listing upcoming program deadlines is particularly helpful.

GUIDE TO FUNDING NEW CAREERS PROGRAM, A (Book)

Available from New Careers Training Laboratory, 184 Fifth Avenue, New York, New York 10010. Provides an outline of federal programs available which actually or potentially support New Careers programs, and suggests methods for increasing the chances of getting funds. All legislation passed by Congress through the first session of the ninety-second Congress is included. Guide updated periodically. Subscription rate is \$5.00.

HEALTH MANPOWER REPORT (Bulletin)

Published by Capitol Publications, Inc., Suite G-12, 2430 Pennsylvania Avenue, Northwest, Washington, D.C. 20037. Published every other week. Annual subscription rate is \$55.00. Grant support, sources of funding and description of programs relevant to health and manpower are frequently reported. Changes in status of legislation, grant deadlines, and on-going programs and necessary information in areas of nursing, allied health and manpower programs are found in this comprehensive report.

HEW CATALOG OF ASSISTANCE (Catalog)

Prepared as a public service to the many people who request information about grants and other financial assistance programs of the Department of Health, Education and Welfare. Identical to the HEW program descriptions found in the 1972 Catalog of Federal Domestic Assistance. This document, consisting of the HEW portion of the Federal Catalog, is designed for the person interested mainly in HEW assistance activities. Available from the Superintendent of Documents, Government Printing Office, Washington, D.C., for \$2.00.

HIGHER EDUCATION AND NATIONAL AFFAIRS (Bulletin)

Published approximately 40 times a year by the American Council on Education, One Dupont Circle, Northwest, Washington, D.C. 20036. Distributed free in specified quantities under a quota system to persons at each member institution designated by the principal officer of the institution. An absolute must for any development or resource officer. Most current news on crucial issues in higher education ranging from legislation, foundations, state development, institutional happenings, administrative appointments and changes, agency policies and priorities, grant deadlines and new programs for possible funding. Brief, concise, and accurate. Strongly recommended.

HOW TO WRITE SUCCESSFUL FOUNDATION PRESENTATIONS (Book)

This eighty page publication was written by Joseph Dermer and published by Public Service Materials Center, 104 East 40th Street, New York, New York 10016. The document contains in-sights into preparing an appointment letter, appeals for general purpose grants and writing a building proposal. The author has provided examples of correspondence between the requestor and the foundation. An excellent "how to do" document.

IMPACT OF FEDERALLY FUNDED CATEGORICAL AID ON PUBLIC COMMUNITY COLLEGES, A CASE STUDY: SANTA FE COMMUNITY COLLEGE, THE (Document)

Written by Edmund K. Gross at the University of Florida's Institute of Higher Education, Gainesville, Florida. A doctoral dissertation which focuses on the effects of categorical aid funds on a public community college. Included in the document is a list of criteria for assessing how these funds impact on a community college and a methodology of investigating this phenomenon. The treatise examines such areas as administration, purposes, plans and objectives, educational program, fiscal affairs, and student personnel services.

KRC HANDBOOK OF FUND RAISING STRATEGY AND TACTICS, THE (Handbook)

Published by KRC Books, Mamaroneck, New York 10543. The book is divided into broad areas of fund raising. Sections are preceded by a brief commentary on the information it contains. An index to the location of pertinent articles on specific tactical elements of fund raising is also provided.

KRC PORTFOLIO OF FUND RAISING LETTERS (Portfolio)

A publication of KRC Development Council, 212 Elm Street, New Canaan, Connecticut 06840. Richard J. Crohn and Mitchell Reller compiled and edited this material. The emphasis in this book is on copy themes and language with an objective critique of them. An excellent source of ideas for a direct mailing fund raising campaign.

LEAA BULLETIN (Newsletter)

Available from the Law Enforcement Assistance Administration, United States Department of Justice, Washington, D.C. 20530. Published ten times per year. Provides current information on guidelines for model programs, changes in funding patterns, current projects, statistical analysis of crime increases or decreases, legislative happenings, agency changes, deadlines, etc.

MANPOWER AND VOCATIONAL EDUCATION WEEKLY (Newsletter)

Published weekly by the Department of Labor (DOL) to inform persons of the status of pending and future proposals from DOL. Included in this newsletter is some information about future Congressional and Executive action in regard to labor matters. A valuable document.

NATIONAL SCIENCE FOUNDATION FACTBOOK (Book)

Published yearly by Academic Media, Division of Computing and Software, Inc., 32 Lincoln Avenue, Orange, New Jersey 07050. Reviews NSF support activities, grants, and awards, personnel advisory committees and panels and pertinent NSF legislation. Discusses current programs, eligibility, criteria and deadlines. Comprehensive. Subscription rate is \$35.00.

NIH GUIDE FOR GRANTS AND CONTRACTS - U.S. DEPARTMENT OF HEALTH, EDUCATION AND WELFARE (Newsletter)

A weekly newsletter which provides information on National Institute of Health projects. For further information contact the National Institute of Health, Bethesda, Maryland 20014.

NSF GUIDE TO PROGRAMS (Bulletin)

Provides summary information about support programs of the National Science Foundation and is intended as a source of general guidance for institutions and individuals interested in participating in these programs. Available from Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Subscription rate is \$1.50.

WHERE AMERICA'S LARGE FOUNDATIONS MAKE THEIR GRANTS, 1974-75 (Book)

Edited by Joseph Dermer and published by Public Service Materials Center, 335 Lexington Avenue, New York, New York 10017. The document is organized by states and lists over 750 individual foundations with assets of over one million dollars. Included are the purposes for which the grants were made and to whom. Probably the most complete record of such material published.

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